

### **REMARKS/ARGUMENTS**

In response to the Examiner's final Office Action of January 7, 2009 the Applicant respectfully submits the accompanying Amendment of the claims and the following Remarks.

#### ***Regarding Amendment***

In the Amendment:

independent claim 1 is amended to specify that the method comprises adjusting a distance between the printhead and the continuous media web by adjusting adjusters on a rail removably supporting the printhead in the printer. Support for this amendment can be found at page 39, lines 24-36 of the present specification; and  
dependent claims 3-5, 7, 13, 31, 37-41 and 49 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application, nor any new issues to the prosecution of the present application.

#### ***Regarding 35 USC 103(a) Rejections***

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 3-5, 7, 13, 31, 37-41 and 49 dependent therefrom, is not taught or suggested by any one or more of previously cited Martin, Nozawa, Stoffel and Goldstein in view of newly cited Edrinn, because none of these cited references teaches or suggests adjusting a distance between a removable printhead and continuous media web using adjusters on a rail supporting the printhead, as is required by the claimed invention.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicant/s:



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